RFP-MCC-2002
TOURISM BRAND, MARKETING STRATEGY, AND WEBSITE

Questions & Responses- March 12, 2020
1 of 1

1. Are agencies from out of province able to submit for this project, and will their submission be equally considered against those from in-province

    - Anyone is eligible to respond

2. Please confirm the budget amount

    - $167,808 excluding HST

3. I don't detect any requirement re both of Canada's two official languages vs just English - correct?

    - You are correct that both official languages are not required

4. Can you please let us know if this is going to be a single award or multi-award?

    - Single award

5. Can you please clarify what needs to be included in our 12-page proposal?

    - An addendum was issued to clarify the proposal contents

6. Do you currently any agency relationships for marketing services?

    - No, the Municipality of Cumberland is not currently using an agency for tourism related marketing.

7. We are reviewing the tender document and are having issues accessing the links to the Supplemental Information noted on page 5

    - An addendum was issued to rectify this issue.

8. Of the people who stay 6.1 nights or longer in the region, where are they staying in the region, and in what kind of accommodations?

    - The Municipality does not have specific information regarding where visitors are staying or in what type of accommodation at this time.

9. Do you have a current seasonal breakdown of visitation?

- The Municipality does not have a current seasonal breakdown of visitation.

10. Are there any regional priorities that should be considered? Any specific areas or vendors that need amplification?

    - For information regarding regional priorities please review the 2019-2022 Cumberland Region Tourism Development Strategy. The link can be found on page 5 of the RFP.

11. Do you have a POV on AirBNB, and it's role in your region's tourism activities?

    - At this time we are unable to promote Airbnb.

12. What will be the mode of Submitting Proposal (can Proposal be submitted through Email only).

    - Proposals must be delivered in a sealed envelope

13. What will be the mode of Payment in case if we get selected. Will it follow the Milestone Payment system and there will be any Upfront Payment.

    - There will not be an upfront payment

14. In terms of the Evaluation Criteria, is there a preference for locally based proponents or will out of province proponents be given equal consideration? i.e. a Vancouver based agency.

    - There is no local preference.

15. For your Tourism-Specific Website, do you have a preferred CMS? We understand that your main concern is that the proposed CMS aligns with the new brand and is user-friendly, but we're wondering if there are any other technical requirements?

    - It would be expected that information regarding the best CMS (Content Management System) for the Cumberland Region's website would be provided by the Proponent.

16. Is there any desired launch date for your website?

    - The Municipality of Cumberland has not identified a specific launch date.

17. For your "Tourism Brand Strategy and Visual Identity Design and Guidelines" - we understand that you may require two brands. Would this mean two (2) Brand Names, two (2) Brand Positions, two (2) Brand Hierarchies, two (2) Visual Identity Designs, and two (2) Visual Identity Guidelines? While we understand that a discovery exercise is required before making the decision, we would strongly encourage the Municipality to consider just one brand. A "one-team" approach.

    - It is up to the chosen consultant to make recommendations regarding the brand.

18. Is it possible to have any more detail around the evaluation committee? If not, could you perhaps let us know who the key decision-makers will be should we be successful? Knowing the size of your decision-making and day-to-day group will help us build our timeline as accurately as possible.

    - The evaluation committee is comprised if staff and elected officials from the three municipal units (Cumberland, Oxford and Amherst) and a representative from Tourism Nova Scotia. Key decisions will be made by the CRTM (Cumberland Region Tourism Marketing).

19. We noticed that proposals should include a hard-copy. Since our company is continuously making efforts to minimize our plastic and paper consumption, we are wondering: is there any chance that you would be willing to make an exception and accept our submission via email?

    - There are no exceptions for proposal submissions. Both a hard copy and an electronic copy are required.

20. Do you already have any content ready for the website? If not, who will be in charge of content and website management in general?

    - The Municipality of Cumberland does not have website content. The successful Proponent will use an innovative approach to industry best practices to design and develop a tourism-specific website for the Cumberland region. The website should reflect the new brand and visual identity for the region and should be designed to enhance and strengthen the tactical-level marketing strategy. The expectation is that the website will be complete and ready to launch at the end of the project. Managing the website will be the responsibility of the Municipality of Cumberland's Tourism Development Officer.

21. On page 8 under Scope of Work: Tactical Level Marketing Strategy, it reads: "All tactics included in the marketing strategy will be ready to implement with fully developed content and timelines." Is the expectation that the selected proponent will be providing all of the content for the duration of the marketing strategy? If not, is the expectation that content will be created based on the strategy using the identified implementation budgets of each region?

22. As part of any complete marketing strategy, we would be identifying the relevant channels and tactics per channel. Would the proponent be required to create, set up, and maintain those channels, or is the expectation that this would be done by the region following our engagement?

    - The successful Proponent will create and set up the channels and the maintenance will be done by the region following the Proponents engagement.

23. Outside of the Brand Requirements identified in the RFP, are there any additional pieces of collateral that the selected proponent will be required to create (business cards, letter head, etc.)

    - The successful Proponent will provide recommendations regarding specific collateral required based on identification of needs.

24. To confirm, there is no existing brand or digital property in place for the Cumberland region?

    - No

25. For the Tactical-Level Marketing Strategy, is the region looking to/able to implement both digital and traditional marketing strategies?

    - Yes

26. If the best path forward is to adopt two separate brands that align with the Tourism Nova Scotia regions and CRTD Strategy, is the expectation that this will be included in the costs identified in the proposal?

    - Yes

27. Could you please describe the requirement identified in the addendum “Project Manager Identification”? Are there additional requirements beyond those identified in the Proponent Qualifications and Experience section of the Proposal Evaluation Criteria?

    - Please identify the project manager. There are no additional requirements beyond those listed in the RFP.

28. For organizations similar to the Cumberland region and the requirements included in the RFP, we have previously recommended using WordPress for the website. Are there any preferences from the region regarding the choice of CMS?

    - Information regarding the best CMS (Content Management System) for the Cumberland Region’s website would be provided by the successful proponent.

29. Regarding the Discovery/Research phase, is the success proponent required to source individuals who meet the target audience, or has the region identified individuals in these audiences that they would be able to talk to?

    - The successful proponent will be required to source individuals who meet the target audience for the discovery/research phase.

30. Considering the limited page number of 12, are title pages included within this page number?

    - No

31. Is the website stand alone or is it connected to the county's primary website?

    - Stand alone

32. Is the $30,000 budget for this year only or is there $30,000 for each of the 4 years of implementation?

    - The $30 000 budget is for each of the four years of implementation.

33. Is there any budget for the long term (beyond 4 years)?

    - The long-term budget (beyond four years) has not been determined.

34. How robust would you like the website to be? Are there any reference websites that you can think of?

    - The successful Proponent will make recommendations regarding the website.